



# NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## Driving with Mary Jane. Impaired Driving: Where Do We Go From Here?

*Lifesavers 2022  
Chicago, IL*

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*March 14, 2022*



# AGENDA

● **NHTSA Drug-Impaired Campaigns**

● **New Creative with Ad Council**

● **Next Steps**

● **Questions**

# NHTSA Drug- Impaired Campaigns



# NHTSA High-Visibility Enforcement

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- High-Visibility Enforcement (HVE)
  - *If You Feel Different, You Drive Different. Drive High, Get a DUI*
  - Included in the two HVE impaired driving campaign time periods – August, December
    - Message also included in 4<sup>th</sup> of July materials.

# NHTSA Social Norming

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- Social Norming
  - Goal is to change behavior based on positive messages
  - *If You Feel Different, You Drive Different*
  - Holiday Campaigns:
    - 4/20
    - 4<sup>th</sup> of July
    - Halloween
    - Thanksgiving
    - Pre-Holiday
  - All-Year Round with Ad Council

# Ad Council Drug- Impaired Campaign



# New Creative

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- Coordinate creation of materials with Ad Council
- Creative Concepts Testing
  - Online focus groups
  - 3 concepts tested amongst groups of men 21-34
  - Nationwide sample with mix of race/ethnicity, driver's license and smoked marijuana on occasion.

# New Creative – Research Findings

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- Topline Results from Research
  - Finger wagging messages are a “turn-off”
  - Message should be clear and concise
  - Peer-to-peer messaging works
  - Too much humor does not work.



# New Creative TV Ad – *Not Camping Day*

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YouTube Link - [Ad Council: Not Camping Day - YouTube](#)

# New Creative TV Ad – *I'm In An Ad*

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YouTube Link - [I'm in an Ad | Drug-Impaired Driving - YouTube](#)

# New Creative – Additional Assets

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- Out-Of-Home (OOH) or Billboard Ads
- Print
- Digital
- Available on [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov) for HVE and holiday periods.
- Available on [psacentral.org](http://psacentral.org) for Ad Council assets for donated media.

# Next Steps



# NHTSA Drug-Impaired Campaigns Next Steps

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- Exploratory Research
  - Learn behaviors and attitudes about drug-impaired driving and enforcement
- Produce new HVE TV ad (Winter 2022)



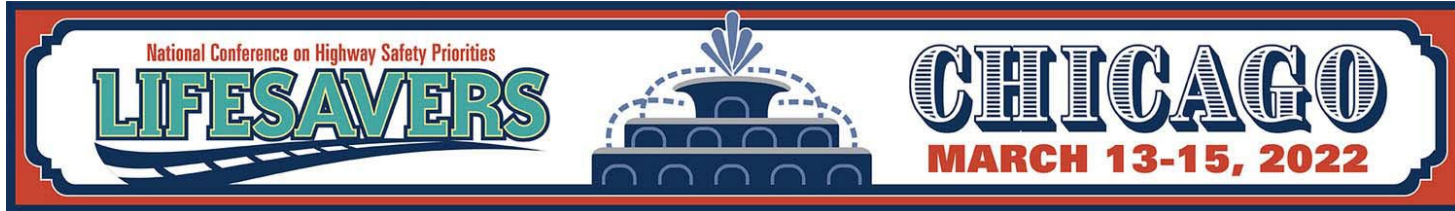
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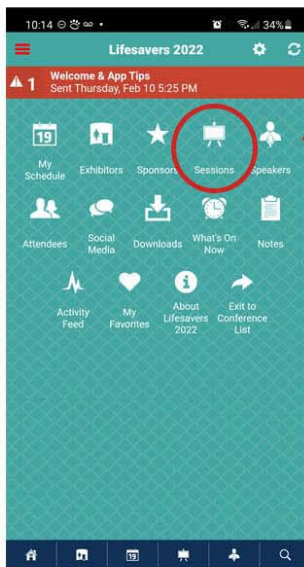
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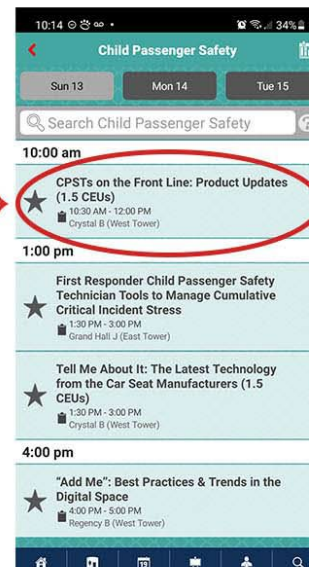
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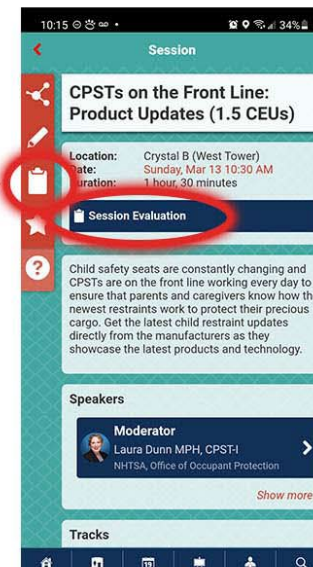
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